

California 5 a Day—for Better Health! Campaign



The *California 5 a Day Campaign* is a statewide initiative led by the California Department of Health Services and administered by the Public Health Institute in cooperation with the National 5 A Day Program of the National Cancer Institute (NCI). **Its purpose is to empower Californians to eat 5 to 9 servings of fruits and vegetables every day and be physically active at least 30 minutes a day for adults and 60 minutes a day for children.** The 5 a Day and physical activity behavioral objectives are designed to reduce the risk of chronic diseases, especially cancer, heart disease, and obesity. The targeted programs that operate within the *5 a Day Campaign* include:

Children's 5 a Day—Power Play! Campaign

The *Children's 5 a Day—Power Play! Campaign* targets 9- to 11-year-old children and their families with the 5 a Day and physical activity messages. Based on social marketing principles, the *Campaign* is designed to motivate and empower children to eat at least 5 servings of fruits and vegetables and be physically active for 60 minutes every day, and to create environments in which practicing these behaviors is both easy and socially acceptable. Lead agencies in each of the eleven *5 a Day—Power Play!* regions receive funding to implement the *Campaign's* model through schools, community youth organizations, farmers' markets, supermarkets, foodservices/restaurants, and the media. The *Campaign* was formally evaluated and proven effective in significantly increasing fruit and vegetable consumption among children. Since the regional implementation began in 1998, the *Campaign* has reached over 600,000 of California's fourth- and fifth-grade children, and *5 a Day—Power Play!* television advertisements have reached over 75 percent of the target audience in each of the media markets in which it has aired. The *Campaign* is funded by the Food Stamp Program of the United States Department of Agriculture (USDA), The California Endowment (TCE), and the Governor's Buy California Initiative.



Latino 5 a Day Campaign

The award-winning *Latino 5 a Day Campaign*, funded by TCE and USDA, uses a combination of culturally and linguistically appropriate mass media and community-based strategies to communicate the 5 a Day and physical activity messages to Latino adults and their families. The *Latino Campaign* airs Spanish and English television and radio advertisements, maintains a bilingual spokesperson program to support public relations activities, and operates a 5 a Day mobile billboard. The *Latino Campaign* also conducts interventions at large Latino festivals, farmers'/flea markets, supermarkets and neighborhood stores, and provides educational materials to direct health service provider organizations and community groups throughout California. The components of the program were formally evaluated and proven effective in significantly increasing fruit and vegetable consumption among Latino adults. Since 1999, the *Campaign* has reached nearly 1 million Latino adults, and its television and radio advertisements have reached nearly 75 percent of the target audience in each of the media markets in which it has aired.

It's So Easy.

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5 a Day Retail Program

The *5 a Day Retail Program*, funded by USDA, conducts comprehensive merchandising and promotional activities with retail food outlets statewide in an effort to increase the purchase of fruits and vegetables among low-income Californians. Safeway, Albertsons, Ralphs, Vons, Save Mart, and numerous independent grocers are active 5 a Day partners. The in-store merchandising components of the program include point-of-sale materials and recipe cards; promotional activities, such as food demonstrations and retail-sponsored community events; and television and radio advertisements. The *Retail Program* also provides resource tools such as a CD-ROM containing advertising copy, graphics, health tips, and nutrition information that enable stores to create their own 5 a Day environment.



New Programs!

African American 5 a Day Campaign

The *African American 5 a Day Campaign*, funded by USDA, empowers thousands of low-income African American families to achieve better health through increased consumption of fruits and vegetables and physical activity. The *Campaign* conducts interventions at faith services, health fairs, farmers' markets, nutrition classes and supermarkets, airs television and radio advertisements, and develops culturally appropriate materials for use in reaching the African American population. Through statewide Faith Community Outreach Projects, the *Campaign* utilizes a combination of education, advocacy and policy development to promote the 5 a Day and physical activity messages. In 2002, a program evaluation revealed that the *Campaign* currently operates in 4 of the top 5 preferred delivery channels for the African American community (e.g., grocery stores, mass media, festivals, and churches).



5 a Day Worksite Program

The *5 a Day Worksite Program*, funded by the Preventive Health and Health Services Block Grant of the Centers for Disease Control and Prevention and USDA, is in the development phase of an outreach campaign designed to create worksite environments that support fruit and vegetable consumption and physical activity among low- and middle-income employees. In 2001 and 2002, a comprehensive literature review and program assessment was conducted and an Advisory Committee formed to provide guidance in program development and implementation. Formative research will be completed in Spring 2003 and the program components will be completed and ready for pilot testing in late Fall 2003.

Preschool 5 a Day Plus Active Play! Campaign

The *Preschool 5 a Day Plus Active Play! Campaign*, funded by USDA, aims to increase consumption of fruits and vegetables and improve the levels of active play among California's low-income preschoolers. Paying particular attention to the important role of parents and childcare workers in affecting behavior change, the *Campaign* will work closely with strategic state- and community-level partners from the public, private and nonprofit sectors to support and enhance existing good practice and identify innovative new approaches, including curriculum development, environmental change, and public policy advocacy. During 2003, the *Campaign* will complete its formative research, create a social marketing plan, and develop program components.



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